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To contribute to the realization of the well-being of people with dementia



Japanese firm Eisai Co., Ltd. and Tokio Marine & Nichido Fire Insurance Co., Ltd. have announced that the companies have entered into a business alliance agreement for co-existence and prevention of dementia.

Under this agreement, the following initiatives are scheduled: (1) “disease awareness initiatives” to dispel the misunderstandings and assumptions and to attempt for a widespread correct understanding of dementia, (2) “environment development” to implement the self-assessment of cognitive function on a daily basis, and (3) “measures to familiarize insurance product” to support people with dementia so they can continue to live their own lives. Eisai and Tokio Marine Nichido will work towards co-existence and prevention of dementia by mutually utilizing Eisai’s abundant experience and knowledge of medicine creation and disease awareness activities in the field of dementia as well as Tokio Marine Nichido’s expertise and networks cultivated in its insurance products and related services.

As part of dementia disease awareness activities, Eisai and Tokio Marine Nichido have begun distribution of the booklet “Wakaru to Kawaru Ninchisho – What is Dementia?” that was co-produced based on Eisai’s dementia experience and expertise.

This booklet simply summarizes the symptoms and types of dementia and progression of Alzheimer’s disease. In addition, it includes interviews with specialists and medical staff about the images of dementia and the daily life of patients and their families living with dementia.

Eisai and Tokio Marine Nichido will collaborate on initiatives for co-existence and prevention of dementia, including dementia disease awareness initiatives. The companies aim to contribute to the realization of the well-being of people with dementia and their families by considering collaboration with other companies and organizations that agree with the purpose of Eisai and Tokio Marine Nichido.